

CONCEPTUAL ASPECTS OF THE INTEGRATION BETWEEN THE SOCIAL NETWORKS AND THE RETAIL BUSINESS

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Abstract

The aim of the present work is to clarify, generalize, systematize and interpret from a conceptual viewpoint the issues, connected with the integration of the retail business and the social networks as a phenomenon of modern society.

In this respect there is an emphasis on the content elements, the utility, the theoretical dimensions and the effectiveness of social networks as a platform for the realization of retail business. The attention is focused on the motives, the key factors, strategies, challenges and obstacles to the carrying out of the retail business through the social networks.

The object of study are the interrelations between the social networks and the retail business in the context of the possibilities for the creation and development of new business models for the realization of the exchange processes. There is defended the opinion that in the contemporary conditions trade is one of the most dynamically developing sectors of the economy, reflecting the cardinal social changes, which demands the formulation of strategies and adequate responses in accordance with the dynamics of the social processes.